



The AFV Resale Market

The Ford Perspective

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Ford AFV Resale Experience

- Production AFVs since 1996 MY
- More alternative fuel vehicles than any other OEM
- Natural Gas, Propane and Ethanol vehicles
- Significant purchases by internal company fleets

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Ford Company Vehicle Resale

- Primarily natural gas and propane
- Low mileage vehicles
- Excellent condition
- Located throughout the US
 - **Seattle -- WTO**
 - **Detroit**
 - **Demos**

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Traditional Resale Methods

- Direct employee sales
 - **Doesn't reach target market**
- Regional Auctions
 - **Difficulty connecting customers and vehicles**
 - **Low resale value**

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Online Auction

- Available through Ford Dealers
- Access to vehicles nationwide
- Opportunity to promote vehicles to most appropriate customers
- Minimum price can be set
- Auction process can increase vehicle resale value
- Shipping costs are required

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Online Auction

- **The Online Auction has been successful**
 - **New AFV customers have been identified**
 - **Resale value has been increased**

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alternative fuel vehicles

Dedicated Natural Gas *Crown Victoria*



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Taxi Applications

-- Used Vehicles



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Dedicated Natural Gas Econoline Van & Wagon



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Next Steps

- Can the Ford online auction process be applied to other fleets?

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alternative fuel vehicles



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